



Application No. 09/540,214  
Attorney Docket No.: 00-006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

CUSTOMER NO. 22927

Applicants: Walker et al.  
Application No.: 09/540,214  
Filed: March 31, 2000  
Title: METHOD AND APPARATUS FOR CONDUCTING A  
TRANSACTIONBASED ON BRAND INDIFFERENCE

Attorney Docket No. 00-006

Group Art Unit: 3622  
Examiner: Duran, Arthur D.

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**GROUP 3600**

**AMENDMENT AND RESPONSE**

**to the Office Action mailed December 12, 2003 (Paper No. 19)**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Examiner:

In response to the Final Office Action mailed December 12, 2003, (Paper No. 19), please enter the following amendments and consider the following remarks.